

Note for Person, Claire

From: Nicholes, Nichelle
Date: Thu, Jun 22, 1995 11:07 AM
Subject: RE: the basic consumer
To: Person, Claire

About 30%. Nicki

From: Person, Claire on Thu, Jun 22, 1995 9:51 AM
Subject: RE: the basic consumer
To: Nicholes, Nichelle

Thx! This is helpful.

One question...what percentage of Basic smokers falls into the 21-35 range?

From: Nicholes, Nichelle on Thu, Jun 22, 1995 9:24 AM
Subject: RE: the basic consumer
To: Person, Claire

I just happen to have the profile in front of me from our 1995 Plan. Here goes:

THE BASIC SMOKER:

- * Working class people: hardworking, nothing fancy, just "average everyday folks"
- * Honest, down to earth, Basic people
- * Basic smokers tend to be straightforward, and practical, looking for quality at a good price
- * Appreciates a straightforward approach

THE YOUNG ADULT BASIC SMOKER:

- * Rejects the image associated with name brands; however, wants the badge value associated with smoking a popular acceptable brand
- * Looks to Basic as an alternative to brand names
- * Enjoys the reverse image of a popular brand (an acceptable choice) which is straightforward without the frills and hype associated with name brands

Please let me know if you need further info. Nicki

From: Person, Claire on Wed, Jun 21, 1995 5:14 PM
Subject: the basic consumer
To: Nicholes, Nichelle

if you had to describe the Basic consumer...what would you say?

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